

Update on Path to Excellence Pre-engagement (listening) phase – May 2019

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Introduction

This report is numbered 10 in a series of reports around involvement and engagement activity for the Path to Excellence programme.

It sets out the activities for the most recent round of wide public and stakeholder awareness and engagement as a result of the updated case for change which was published in February 2019.

It also updates the full range of engagement and activity that has taken place during the phase two pre-engagement. A fuller summary of the activity, targeted groups and insights gained for each report is available, along with each standalone report.

Background

The Path to Excellence Phase Two pre-engagement phase, which is also referred to as the listening phase, began in February 2018 and is expected to continue until spring/summer 2019.

This planned activity, which supports key objectives in the communications and engagement strategy developed in early 2018, is aimed at understanding key target stakeholders experiences of care and views on what is important to them in reference to acute medicine and emergency care, emergency surgery and planned care and outpatients services in South Tyneside and Sunderland.

The insights gained through all activities have been used in developing solutions and ideas for change, developing involvement plans as well as raising awareness on the strategic drivers for change for the local NHS with key stakeholders and audiences.

Stakeholders include NHS staff working in the hospitals (not involved in the clinical design groups), wider NHS professionals, community and voluntary groups, elected members and other interested parties.

Robust planning provides stakeholders and the public with opportunities to understand the issues, influence the process and solutions being developed, providing clinical teams and decision makers with valuable insight to develop credible future options for a future public consultation with the key objective to ensure all activity supports the successful preparation of a Pre-Consultation Business Case (PCBC).

In order to support a logical process of developing ideas for change, a staged approach has been followed so each element feeds into and influences the next and ensuring the opportunity for stakeholder involvement.

The four-step process for this is set out in the 'Service Change Scenario Development and Selection' report which was shared with the Clinical Services Review Group, Programme Governance Group, Joint Overview and Scrutiny Committee and endorsed by both clinical commissioning group's governing bodies. It has been developed with the independent Consultation Institute as part of a best practice pre-consultation process.

The work builds on of previous engagement activity throughout 2018 – highlights include:

- Involved over 700 hospital staff responses to an initial staff survey and over 200 staff who took part at each of the staff engagement session in March and June 2018. To ensure best practice, ongoing open and transparent communications with all staff about where we are in process and next staff engagement session will be in new year and;
- Targeted work during February 2018 collecting patient experience and feedback from 1000 participants on the clinical services in order to inform the ideas development being carried out by the clinical services review group and work stream design teams.
- Over 9,000 respondents involved in Join our journey roadshow activity which took place between October – December 2018, either answering a survey, attending a meeting or event or responding or engaging via social media– at present this gives a good representation of the local populations*

The two main methods for this patient engagement research and insight phase included surveys, either by direct mailing with a free post return or face to face questionnaires being carried out on hospital wards and clinics by trust patient insight

staff and volunteers. In order to ensure good practice, surveys and questions were benchmarked against national surveys conducted by the NHS or special interest groups. All final versions were agreed by task and finish group and signed off by the lead medical director for the programme.

Summary table overview of involvement and engagement activity - phase two Path to Excellence Programme

Engagement activity type	Target group	Dates	Number of participants
Report 1 – Path to Excellence staff survey Staff survey – quantitative benchmarking survey to gather staff opinions on what they feel are the issues	Trust staff across all specialties	Field work December, January 2018 Report March 2018	710
Report 2 – patient experience review – national review and local interviews Desk review of nationally available insight (Emergency Department survey 2016) (Adult Inpatient survey 2016) Comments from NHS Choices Local facilitated interviews with patients	Patients with lived experiences of: <ul style="list-style-type: none"> • Emergency care • Planned care and outpatients • Emergency surgery 	Review and field work carried out in February 2018 Report March 2018	Emergency Department survey 2016 sample size 598 Adult Inpatient survey 2016 sample size 1005 NHS Choices comments <ul style="list-style-type: none"> • South Tyneside – 19 comments • Sunderland – 56 comments Emergency care facilitated interviews <ul style="list-style-type: none"> • South Tyneside – 19 interviews • Sunderland – 41 interviews Planned care and out patients <ul style="list-style-type: none"> • South Tyneside – 16 interviews • Sunderland – 19 interviews Emergency surgery <ul style="list-style-type: none"> • South Tyneside – 9 interviews • Sunderland – 22 interviews Local facilitated in-depth interviews total number 126

Engagement activity type	Target group	Dates	Number of participants
			Total number of responses included in report: 1804
Report 3 - Planned surgery and outpatient care, and emergency care <ul style="list-style-type: none"> Two surveys targeting patients who had been in receipt of services in both hospitals – quantitative responses with some opportunity for qualitative responses Patient experience - direct/online surveys – 1000 patients from each area for each survey (4,000 in total) sampled as a demographic cross section of the population Provided with a free post envelope or option to complete online 	<ul style="list-style-type: none"> Patients with lived experience of planned surgery and outpatient care Patients with lived experience of emergency care 	Field work during May to June 2018 Report July 2018	<ul style="list-style-type: none"> Planned surgery and outpatient care – 583 Emergency care – 437 Total respondents – 1,020
<ul style="list-style-type: none"> Report 4 – staff engagement workshops – March 2018 Staff engagement workshops took place over three days to ask staff 	Staff working in specialities <ul style="list-style-type: none"> Clinical support services Surgery, theatre and critical care (including 	March 2018	198 staff participated across three events

Engagement activity type	Target group	Dates	Number of participants
<p>what they thought were the important issues around making improvements to services, hope and aspirations.</p> <ul style="list-style-type: none"> The sessions were observed by members of the independent stakeholder panel including elected members, healthwatch and trust governors 	<p>elective and specialist services)</p> <ul style="list-style-type: none"> Medicine and emergency care 		
<ul style="list-style-type: none"> Report 5 – staff engagement workshops – July 2018 Staff engagement workshops took place over three days where staff carried out an evaluation appraisal of a long list of ideas against the hurdle criteria. To note this is part of the best practice pre-consultation process where technical experts apply criteria to help make a shorter working list of ideas The sessions were 	<p>Staff working in specialities:</p> <ul style="list-style-type: none"> Clinical support services Surgery, theatre and critical care (including elective and specialist services) Medicine and emergency care 	July 2018	200 participants

Engagement activity type	Target group	Dates	Number of participants
observed by members of the independent stakeholder panel including elected members, healthwatch and trust governors			
Report 6 - draft case for change engagement survey November 2018 <ul style="list-style-type: none"> Ten-week period of engagement in public areas to socialise the draft case for change and ask for views, taking the opportunity to ask people what they thought was important to them when receiving hospital care. 	General public	Field work during September, October 2018 Report November 2018	1030 engagements on the roadshows
Report 7 - Public listening panel December 2018	Invited stakeholders	December 2018	<ul style="list-style-type: none"> Four organisations/interest groups presented evidence Broadcast live on face book 1,700 views in total 35 shares

Engagement activity type	Target group	Dates	Number of participants
Report 8 Evaluation setting report including validation	Targeted stakeholders	December to March 2018	<ul style="list-style-type: none"> Stakeholder events - 28 Validation short survey – Staff - 133 Validation in-depth survey Stakeholders - 7 Prioritisation survey general public - 678
Report 9 – Working ideas Focus Group Report	Community and voluntary groups representing specific interests including: <ul style="list-style-type: none"> BME women Disability support Respiratory Diabetes Cardiology Cancer GPs & primary care Older people 	April 2019	12 focus groups with a total 99 participants
Report 10 – Updated case for change public awareness engagement activity (this paper) Four-week period of engagement to socialise the draft case for change and ask for views, taking the opportunity to ask people what they thought was important to them when receiving hospital	<ul style="list-style-type: none"> Public Patients GPs Staff 	May 2019	<ul style="list-style-type: none"> 28 drops in road show events 160 staff took part in evaluation sessions 678 public completed validation engagement survey 99 participants focus groups

Engagement activity type	Target group	Dates	Number of participants
care.			
Report 11 – Evaluation application report Report pending	Stakeholders Staff	June 2019	160 staff Stakeholders TBC
Report 12 – Junior doctors engagement survey Field work underway	potential future staff	June 2019	TBC

Publication of an updated Case for Change 2019

A draft issues document, known as the draft case for change, for phase two of the programme was published in July 2018 which set the strategic drivers for why changes needed to be made to hospital services and to help provide context for public conversation. This document included insights and feedback from staff and patients of their experiences of working in, or using, hospital services.

Following planned activity during autumn 2018/ Winter 2019, further involvement was carried out to continue to socialise the issues, explain the current challenges, share the early thinking from staff on potential solutions and allow an opportunity for the public to influence potential solutions at the formative stage of solutions development.

During this period, more information was gathered as the programme learned more about the issues being considered from stakeholders. As a result, NHS South Tyneside and Sunderland Partnership were able to update the draft case for change and share the working list of ideas that had been developed to date.

This updated case for change was published in February 2019, supported by further marketing, communications and engagement activity. This activity also involved asking participants to share their views using a roadshow survey on draft 'evaluation criteria', about what's important to them when thinking about developing future hospital services. Evaluation criteria will be used to consider the working ideas into future options for public consultation and is part of the best practice pre-consultation solutions development process.

The engagement campaign was rolled out across the South Tyneside and Sunderland localities from early March 2019 and the updated draft case for change document was provided in printed format and also published on the dedicated website together with a short animation film highlighting the pressures facing local NHS services. This key document and video was supported with a presentation pack to use at local meetings and events and to share online.

Roadshow and awareness campaign – March 2019

As part of the planned campaign of different ways we are involving local people in this Phase Two pre-consultation phase, the programme has attended local meetings, and visited local neighbourhoods with information about the case for change and sharing information about the bigger picture for local health services.

The 'Join our journey to clinical excellence' roadshow team completed roadshow 'evaluation criteria' surveys while in primary care centres, hospital outpatients, and local communities/shopping centres across South Tyneside and Sunderland, and later North Durham areas, which focussed on asking people their priorities for evaluation of potential solutions. This feedback will help in the assessment of ideas

and solutions that are developed that could go forward into the future public consultation expected later in 2019.

Engagement highlights for this activity include:

- Roadshow teams including HealthWatch volunteers have held over 28 roadshow drop-in events engaging with hundreds of people in shopping centres, supermarkets, primary care centres and hospital outpatients across South Tyneside and Sunderland. (There was strong agreement from task and finish group members that activity should be focussed in health centres and public areas with a high footfall to ensure best levels of engagement and maximise HealthWatch volunteer resource.)
- Over 160 staff took part in three dedicated staff 'evaluation' sessions to find out more about current thinking and work together across both hospital trusts to review the working ideas against a RAG system
- Worked together with local patient support groups and local voluntary and community sector organisations to deliver 10 focus group sessions involving over 100 patients with experience of LTCs or participants involved with groups supporting people with protected characteristics under the Equality Act 2010
- Members of the programme group have attended different public events during March 2019 and presented to elected members, representatives of local organisations and members of the public. These events included local area committees and forums, community and voluntary sector network events where the Phase Two draft case for change issues document and animation was an agenda item.
- 678* people have completed a short face to face survey or online survey targeted via digital advertising and social media.
- During this phase, team members also attended meetings involving approximately 400 GPs in both South Tyneside and Sunderland and local community and voluntary sector organisations/networks in both localities to brief them on the issues, explain the engagement process.
- 635155 total reach to date (calculated by the reach of media coverage and social media sponsored ads and digital posts highlighted in the table below- please note that people could have seen this information multiple times.

Further stakeholder engagement will take place over the coming months as the programme strategic timeline is considered.

Analytic reports are included in appendices one, two and three highlighting activity from this phase.

Appendix 1 - Overview of Path to Excellence Phase Two updated case for change involvement - May 2019

Summary

- 6,991* respondents have been involved to date (end Feb-May 2019), either answering a survey, attending a meeting or event or responding or engaging via social media– at present this gives a good representation of the local populations*
- 18,000 flyers distributed during activity in over 1,145 outlets including retail, pharmacies, children's centres, health centres, etc. across South Tyneside and Sunderland and North Durham areas.

More detailed information is noted below on each area of engagement and awareness raising promotion activity.

Involvement method			Results
Survey – roadshow and online			678
Static and street involvement			
Date	Time	Location	Participants
Friday 8 March	10am – 2pm	Cleadon Park Primary Care Centre	92
Friday 8 March	9am – 11am	Monkwearmouth Health Centre	15 +28
Saturday 9 March	9am – 5pm	Sunderland Market Place	85
Monday 11 March	9am – 5pm	South Shields Market Place	72
Monday 11 March	9.30am – 11.30am	Bunny Hill Primary Care Centre	16 + 58
Wednesday 13 March	10am – 2pm	Hebburn Central	48
Thursday 14 March	10am – 2pm	Flagg Court Primary Care	28
Tuesday 19 March	9am – 11am	Pallion Health Centre	37 + 60
Tuesday 19 March	10am – 2pm	Seaham Primary Care Centre	36
Wednesday 20 March	10am – 2pm	Boldon Asda	37
Thursday 21 March	8.30am – 10.30am	Grindon Lane Primary Care Centre	16 + 54
Thursday 21 March	10am – 4pm	Sunderland Asda	15
Thursday 21 March	10am-2pm	Peterlee Asda	46

Friday 22 March	10am – 12 noon	Houghton Primary Care Centre	7 + 36
Saturday 23 March	9am - 5pm	Sunderland Market Place	87
Saturday 23 March	9am – 5pm	Easington/Peterlee	10
Sunday 24 April	10am – 2pm	Seaham Leisure Centre	20
Monday 25 March	9am – 5pm	South Shields High Street	44
Monday 25 March	10am – 12 noon	Washington Primary Care Centre	+28
Tuesday 26 March	10am – 2pm	Alexander's restaurant, South Tyneside District Hospital	117
Tuesday 26 March	9am – 5pm	Jarrow Town Centre	54
Wednesday 27 March	9am – 5pm	Hebburn Town Centre	46
Wednesday 27 March	9.30am – 11.30am	Springwell Health Centre	+ 64
Wednesday 27 March	2pm – 4pm	Main Entrance, Sunderland Royal Hospital	18 + 67
Wednesday 27 March	10am – 2pm	South Shields Asda	124
Thursday 28 March	10am – 2pm	Main Outpatients, Palmer Community Hospital	95
Thursday 28 March	9am – 5pm	Seaham/ Murton	8
Friday 29 March	10am – 12 noon	Sunderland Eye Infirmary	28 + 66
Total engagements			1662
Council meetings/CAFS/VCS network meetings			
Thursday 7 March 2019	10am	West Shields, Cleadon and East Boldon Community Area Forum	17
Saturday 9 March	10.30am – 2pm	WHIST South Tyneside	40
Tuesday 12 March 2019	6pm	Riverside Community Area Forum	20
Thursday 21 March	6pm	East Shields and Whitburn Community Area Forum	25
Wednesday 3 April	Tbc	Partnership Board Meeting – South Tyneside CCG	13
Thursday 4 April	Tbc	South Tyneside CCG PPI	14
Monday 8 April	10am	Hebburn Community Area Forum	10
Thursday 18 April	Tbc	Jarrow and Boldon CAF	32
Total engagements			171
Staff involvement			

Monday 25 March	8.30am – 12.30pm	Staff evaluation workshop	71
Thursday 28 March	8.30am – 12.30pm	Staff evaluation workshop	34
Friday 29 March	8.30am – 12.30pm	Staff evaluation workshop	55
Total engagements			160
GP and primary care engagement			
Wednesday 6 April		Sunderland TITO	320
Thurs 21 March		South Tyneside TITO	80
Thurs 21 March		South Tyneside Time in time out session – 2x GP focus group sessions	11 participants (2x groups inc 5 & 6 people)
Weds 15 May		Sunderland TITO	Tbc
Democratic engagement			
15 January		JHOSC Workshop	6 elected members 6 NHS officers 1 provider CEO 2 council officers
13 Feb		JHOSC Workshop	5 elected members 5 NHS officers 1 council officer
18 March		JHOSC Workshop	5 elected members 4 NHS officers 1 council officer
Focus Groups			
Wednesday 6 March	1pm	HealthWatch Sunderland Volunteers	8
Tuesday 12 March		Apna Ghar (women from BME communities in South Tyneside)	3
Tuesday 12 March	Tbc	BlissAbility Disability Support Group – South Tyneside	7
Thursday 14 March	11am	Diabetes UK South Tyneside – patient support group	10
Friday 15 March	2.45pm	Breathe Well - South Tyneside (respiratory patient support group)	21
Friday 15 March	2pm	Essence Service Sunderland – women's group	11
Friday 15 March	5-6pm	Cardiology Patient Support Group – South Tyneside	10
Monday 18 March	1pm	Cancer Patient Carer Group – Sunderland	6
Wednesday 27 March	Tbc	HealthWatch South Tyneside Young Person's group (16-24 years)	5
Tuesday 26 March	10am – 12	Age Concern South Tyneside (ACTS) Older people	27

	noon	engagement morning	
Total participants			108
Social media sponsored posts			
March 2019	Boost 1 Read the update case for change	Post engagements 1132 Reach 13761	
March 2019	Boost 2 Watch the animation	Clicks 138 Reach 12136	
March 2019	Boost 3 Complete the survey	Engagements 599 Reach 15366	
March 2019	Boost 4 Join our journey roadshow events	Engagement 434 Reach 10884	
PTE Social * see appendix 2			
March - May	Top 10 posts by click Top 10 posts by reach	Engagement 150 Reach 122759	
Path to Excellence website			
March – May 2019	521 Organic Search 504 Direct 117 Social 20 Referral 9 Shields Gazette 23 NHS partners 2 HealthWatch Sunderland 1 Email Sessions 363 New Users – March 3107 page views <small>*For most visited pages see appendix 3</small>	1336 visitors 3107 page views	
Media reach * see appendix 2			
24 Feb – 14 May 2019	<ul style="list-style-type: none">Press cuttings highlights 7 key stories on Phase TwoValue of print/ online media coverage 10143.9k	Total reach 468,913	
Distribution / flyer power * see appendix 4			
March 2019		18,000 flyers 1245 outlets	

Appendix 2 - Path to Excellence Phase Two: social analytics

From 24 February – 14 May 2019 compared to 01 October 2018 – 24 February 2018


Facebook

1 accounts

 **279** 34 ▲
CONNECTIONS

 **128** 18 ▲
AVG REACH PER DAY

 **374** 249 ▲
LINK CLICKS

 **29** 6 ▼
SENT MESSAGES


 **4.66** 0.77 ▲
ENGAGEMENT RATIO



Twitter

1 accounts

 **243** 24 ▲
CONNECTIONS

 **1.2K** 606 ▲
AVG REACH PER DAY

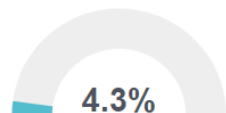
 **80** 11 ▲
LINK CLICKS

 **29** 2 ▼
SENT MESSAGES

 **0.52** 0.35 ▼
ENGAGEMENT RATIO

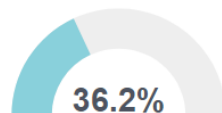
Brand sentiment – measures opinions and attitudes towards campaigns

Brand sentiment



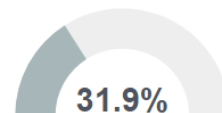
Positive

6 positive messages in total
Down by **40** messages
Down **24.22%** from comparison period



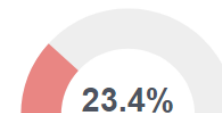
Semi Positive

51 semi positive messages in total
Up by **32** messages
Up **22.34%** from comparison period



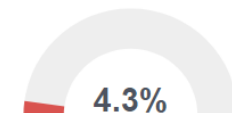
Neutral

45 neutral messages in total
Down by **11** messages
Down **4.36%** from comparison period



Semi Negative

33 semi negative messages in total
Up by **19** messages
Up **0.79%** from comparison period

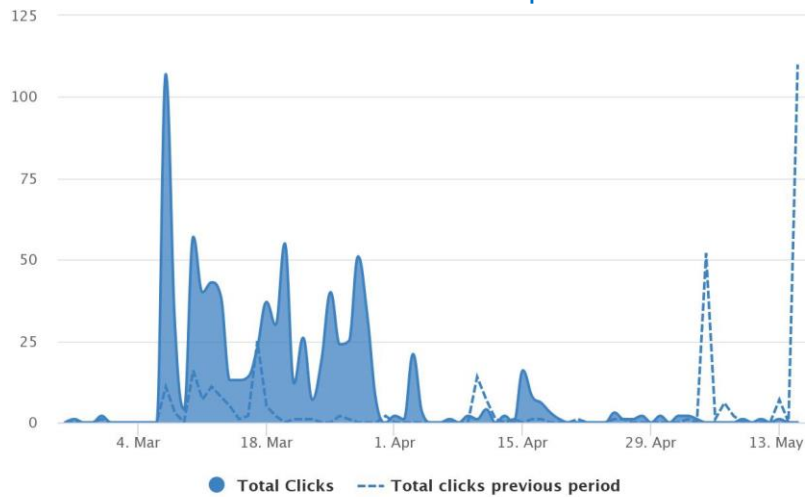


Negative

6 negative messages in total
Down by **12** messages
Down **7.04%** from comparison period

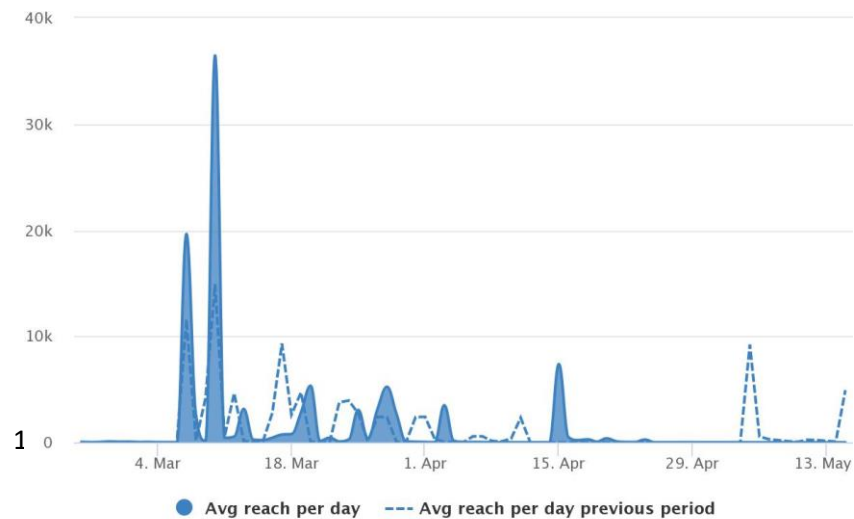
454 Link clicks (^ 260)

The number of times a link sent in a post has been clicked.

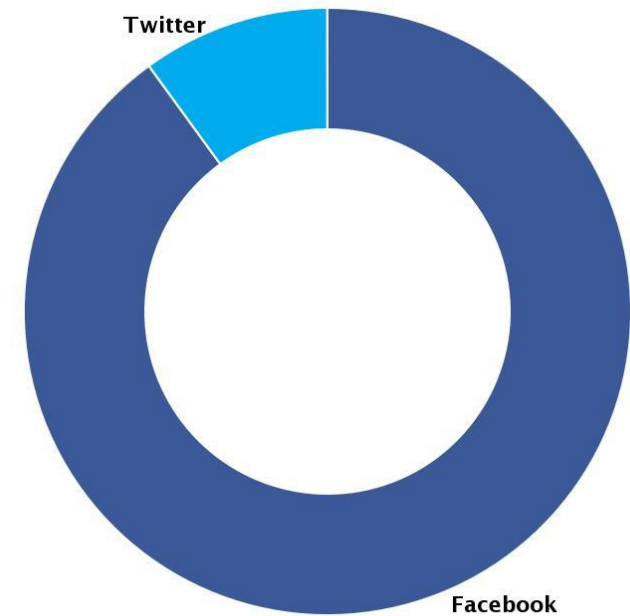


Average Reach per day 1.3K ^624 - 'potential audience' number

calculated by combining audience with the audience of those who interact with posts.



Engagement sources



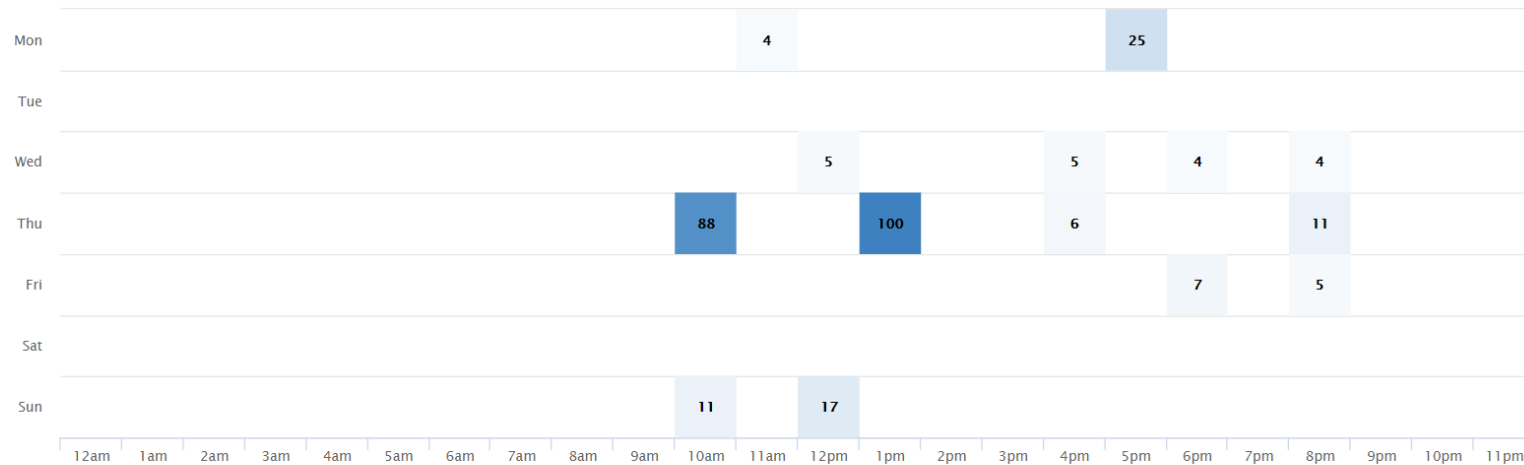
Facebook messages received 135

Twitter messages received 15

Top times to post out – success is measured in stats such as Likes, Comments, Shares etc. Posts are compared with each other to see which posts were engaged with the most based on the time they were published.

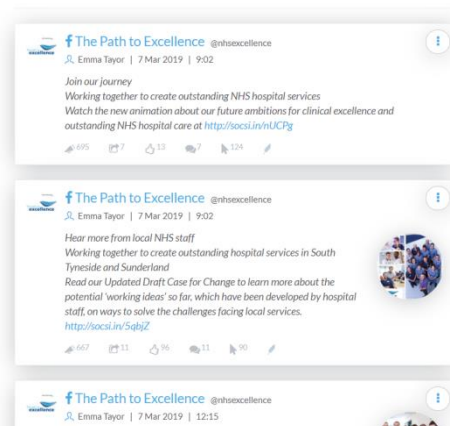
🕒 Top Times To Post Out

The best time to post out on is 1pm, 10am, 5pm, day by day times are shown below.

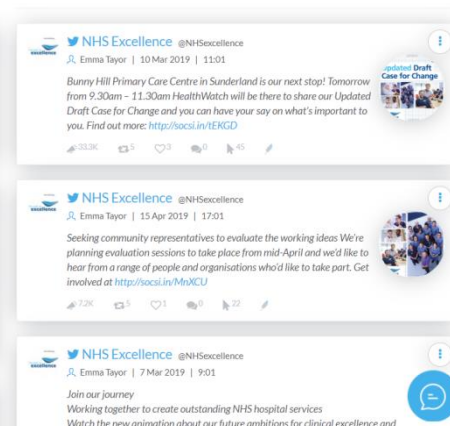


Top posts -

🖱️ Top Posts By Clicks Best was 124



🗉 Top Posts By Reach Best was 33.3K



Media Analytics

- Press cuttings highlights 7 key stories on Phase Two
- Value of print/ online media coverage 10143.9k
- Total reach 468,913
- Sentiment: 4 positive / 3 balanced

Facebook and Twitter engagement

150 messages

32 conversations



Posts

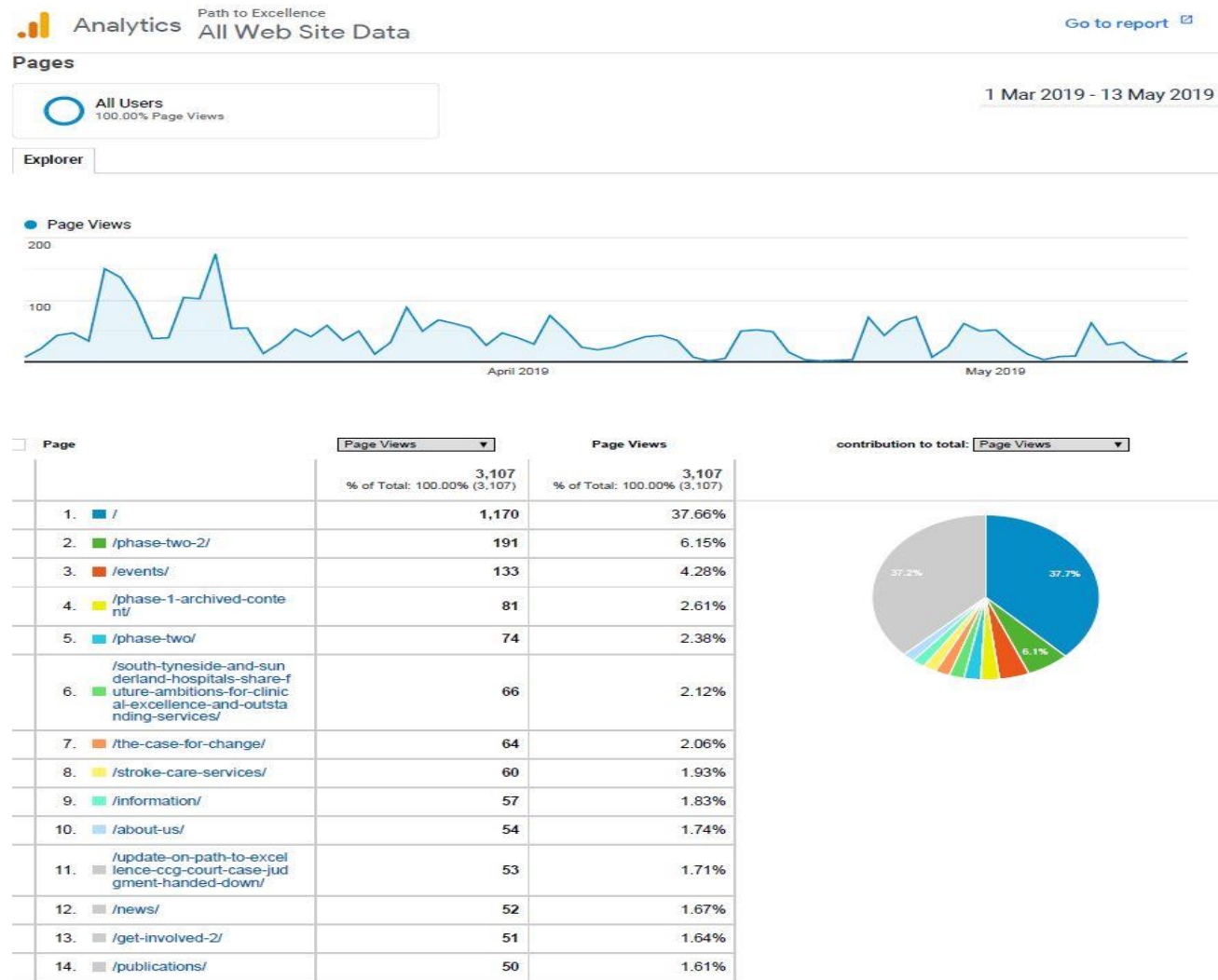
Top posts by clicks							
Account	Date	User	Reach	Shares	Likes	Comments	Text
The Path to Excellence (@nhsexcellence)	07/03/2019	Emma Tayor	695	7	13	7	Join our journey Working together to create outstanding NHS hospital services Watch the new animation about our future ambitions for clinical excellence and outstanding NHS hospital care at http://socsi.in/nUCPg
The Path to Excellence (@nhsexcellence)	07/03/2019	Emma Tayor	667	11	96	11	Hear more from local NHS staff Working together to create outstanding hospital services in South Tyneside and Sunderland Read our Updated Draft Case for Change to learn more about the potential 'working ideas' so far, which have been developed by hospital staff, on ways to solve the challenges facing local services. http://socsi.in/5qbjZ

The Path to Excellence (@nhsexcellence)	07/03/2019	Emma Tayor	504	9	71	12	Get involved We want to hear what is important to you Complete our short survey and share your views or any ideas you have about how to improve NHS hospital services. http://socsi.in/3yoQm
NHS Excellence (@NHSexcellence)	10/03/2019	Emma Tayor	33333	5	3	0	Bunny Hill Primary Care Centre in Sunderland is our next stop! Tomorrow from 9.30am – 11.30am HealthWatch will be there to share our Updated Draft Case for Change and you can have your say on what's important to you. Find out more: http://socsi.in/tEKGD
The Path to Excellence (@nhsexcellence)	07/03/2019	Emma Tayor	1245	29	143	6	Come along and talk to us Join HealthWatch at one of our drop-in roadshow events to find out more about our future ambitions for local NHS services You are invited to find out more about our ambitions for clinical excellence and outstanding future NHS hospital services during our 'Join the journey' roadshow. Get involved and share your views. Find more information about these events on our website at: http://socsi.in/yoS46
NHS Excellence (@NHSexcellence)	15/04/2019	Emma Tayor	7226	5	1	0	Seeking community representatives to evaluate the working ideas We're planning evaluation sessions to take place from mid-April and we'd like to hear from a range of people and organisations who'd like to take part. Get involved at http://socsi.in/MnXCU
NHS Excellence (@NHSexcellence)	07/03/2019	Emma Tayor	3808	2	0	0	Come along and talk to us. Join HealthWatch at one of our drop-in roadshow events to find out more about our future ambitions for clinical excellence and outstanding future NHS hospital services. Get involved and share your views. Find more at: http://socsi.in/zQgUs
NHS Excellence (@NHSexcellence)	07/03/2019	Emma Tayor	3808	2	1	0	Join our journey Working together to create outstanding NHS hospital services Watch the new animation about our future ambitions for clinical excellence and outstanding NHS hospital care http://socsi.in/rVu9Y
NHS Excellence (@NHSexcellence)	03/04/2019	Emma Tayor	3105	2	3	0	Seeking community representatives to evaluate the working ideas We're planning evaluation sessions to take place from mid-

							April and we'd like to hear from a range of people and organisations who'd like to take part. Get involved at http://socsi.in/23Rw7
NHS Excellence (@NHSExcellence)	19/03/2019	Emma Tayor	2427	1	1	0	Talk with HealthWatch South Tyneside at ASDA, Boldon this Wednesday. From 10am-2pm you can find out more about the key challenges facing our NHS, and share your views on what's important to you when thinking about developing future hospital services. http://socsi.in/6sqgd
Total			56818	73	332	30	
Top posts by reach							
Account	Date	User	Reach	Shares	Likes	Comments	Text
NHS Excellence (@NHSExcellence)	10/03/2019	Emma Tayor	33333	5	3	0	Bunny Hill Primary Care Centre in Sunderland is our next stop! Tomorrow from 9.30am – 11.30am HealthWatch will be there to share our Updated Draft Case for Change and you can have your say on what's important to you. Find out more: http://socsi.in/TEKGD
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NHS Excellence (@NHSExcellence)	07/03/2019	Emma Tayor	3808	2	0	0	Come along and talk to us. Join HealthWatch at one of our drop-in roadshow events to find out more about our future ambitions for clinical excellence and outstanding future NHS hospital services. Get involved and share your views. Find more at: http://socsi.in/zQgUs
NHS Excellence (@NHSExcellence)	07/03/2019	Emma Tayor	3616	3	2	0	Get involved We want to hear what is important to you Complete our short survey and share your views or any ideas you have about how to improve NHS hospital services. http://socsi.in/9xwrr

NHS Excellence (@NHSexcellence)	03/04/2019	Emma Tayor	3105	2	3	0	Seeking community representatives to evaluate the working ideas We're planning evaluation sessions to take place from mid-April and we'd like to hear from a range of people and organisations who'd like to take part. Get involved at http://socsi.in/23Rw7
NHS Excellence (@NHSexcellence)	07/03/2019	Emma Tayor	3048	2	1	0	Hear more from local NHS staff Read our Updated Draft Case for Change to learn more about the potential 'working ideas' so far, which have been developed by hospital staff, on ways to solve the challenges facing local services. http://socsi.in/VHb2N
NHS Excellence (@NHSexcellence)	10/03/2019	Emma Tayor	2856	2	2	0	Members of our roadshow team will be in South Shields Market Place from 9am - 5pm on Monday. Find out about challenges facing the NHS and share your thoughts on what's important to you when thinking about developing hospital services. Find out more: http://socsi.in/o4xRp
NHS Excellence (@NHSexcellence)	07/03/2019	Emma Tayor	2705	2	1	0	HealthWatch Sunderland are at Monkwearmouth Health Centre from 9am - 11am tomorrow. Come along to find out about the potential ways to solve the challenges facing local services and share your views on what's most important to you. Learn more at http://socsi.in/8J0io
NHS Excellence (@NHSexcellence)	29/03/2019	Emma Tayor	2436	1	1	0	Sunderland Eye Infirmary is our final stop in Sunderland. Today from 10am – 12 noon, HealthWatch will be there to share our Updated Draft Case for Change and you can have your say on what's important to you. Find out more: http://socsi.in/8EvvA #pathstoexcellence
Total			65941	26	15		

Appendix 3 - Path to Excellence website – most visited pages



Appendix 4 - Flyer-power distribution from March 2019 Updated draft case for change roadshow info card and poster

- On average 1,500 flyers distributed per day (average 18,000 flyers distributed during activity)
- 1245 venues up to date- Retailers, Community Centres, Dental clinics, Health Centres/GP, pharmacies*

East Boldon/West Boldon/Boldon Colliery	103 outlets
Sunderland East	199 outlets
Sunderland North	125
Washington	163
South Shields	176
Sunderland West	162
Coalfields	148
Jarrow/Hebburn	157
Marsden/Whitburn/Cleadon	137
Total number of outlets	1370